

Sims Patrick Studio

HOSPITALITY



Sims Patrick Studio purposefully shapes interior places that are memorable. Captivating. Delightful. We craft places that evoke emotional experiences through inspired storytelling and an engaging design journey.

# ELBERT HOTEL

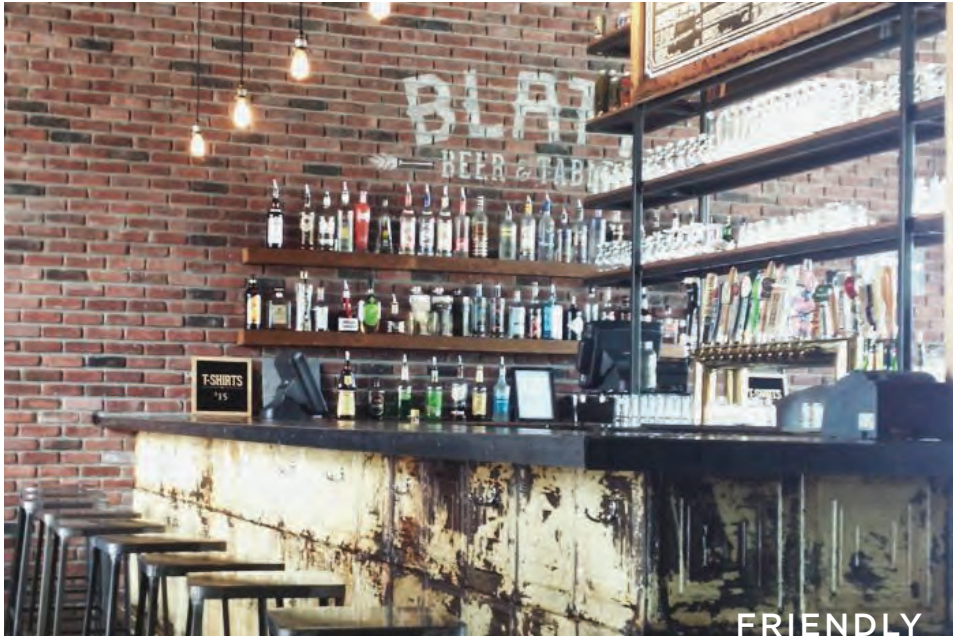
ELBERTON, GEORGIA







HISTORIC



FRIENDLY



POLISHED



LOCAL COMMUNITY



TEXTURAL

## ELBERT HOTEL

Located in the heart of downtown Elbert Georgia, this 1925 Tudor Revival style building was purchased by the City of Elberton with hopes of developing a viable hotel and conference center to benefit the City. The property includes 27 newly created hotel rooms as well as a ground level restaurant space with banquet hall. The original historic details of this hotel have been preserved including the original two-toned terrazzo floors and large stone fireplace. Located on the public square, you can walk to shops and restaurants and explore historic sites and monuments. With lovely views from almost every window, the property combines the original character of the historic property with the technology and convention of today. It is a luxurious getaway for meetings, events, retreats and family gatherings.























# PARTRIDGE INN BY CURIO

AUGUSTA, GA









SOUTHERN CHARM



RETREAT



GOLF



HISTORIC



## PARTRIDGE INN BY CURIO

The Partridge Inn started as a resort and retreat for Northern travelers from New York and New England to “winter” in the south. Established in 1882, it became known for its southern hospitality and friendliness. The hotel’s history is rich and over the years, this historic hotel has been a favorite place to visit by dignitaries and international celebrities as well as the people and tourists visiting Augusta. Our new “Southern with a Twist” design approach is an eclectic mix of furnishings that are inspired by world travel, have a warm and friendly, grounded, casual, yet sophisticated “club resort” style which utilizes warm, wood finishes, rich, deep, neutral colors, accented with whites, pops of color, burnished metals, leather, tailored classic patterns for rugs, fabrics, and bedding. The result is a custom tailored style that combines the best of old world glamor and charm with casual southern sophistication with a reassembled modern twist. Think of it as a modern version of the southern club resort. The guests coming to the new Partridge Inn will think of the hotel as the living room of the city. A popular place to meet and visit for drinks, dinners, to attend weddings, receptions, roof top events, and for the people of Augusta to welcome their guests to their city and the US Masters golf tournament.





























# THE INN AT PATRICK SQUARE

CLEMSON, SC









TRADITION



FAMILY



GATHERING PLACE



ELEGANT

## THE INN AT PATRICK SQUARE

In the heart of Patrick Square, this new built hotel is the living room of the community. The Owners wanted to create an authentic, historic looking Inn with traditional, elegant interior spaces overlooking a lush green lawn. The property is a welcoming lodging spot for families, global business travelers, and regional visitors to Clemson's campus. The Inn is a gathering place that brings back special memories as well as a place to create new traditions. The ballroom and Prefunction spaces are beautiful settings for the finest wedding, reunion, or party catered by nearby famous chef Rick Irwin. The upcountry architectural backdrop features old world finishes, eclectic furniture and historical artwork and accessories that tell the stories of local legends and the founding fathers of Clemson. The guestrooms provide the most updated fixtures and amenities, a touch of modern with traditionally inspired finishes and furnishings. Comfortable lobby living spaces invite guests to converse while having breakfast, coffee, late afternoon tea, or cocktails.





























# SONESTA HOTEL & RESORT

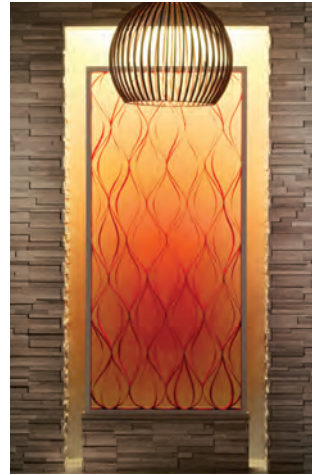








LOW COUNTRY



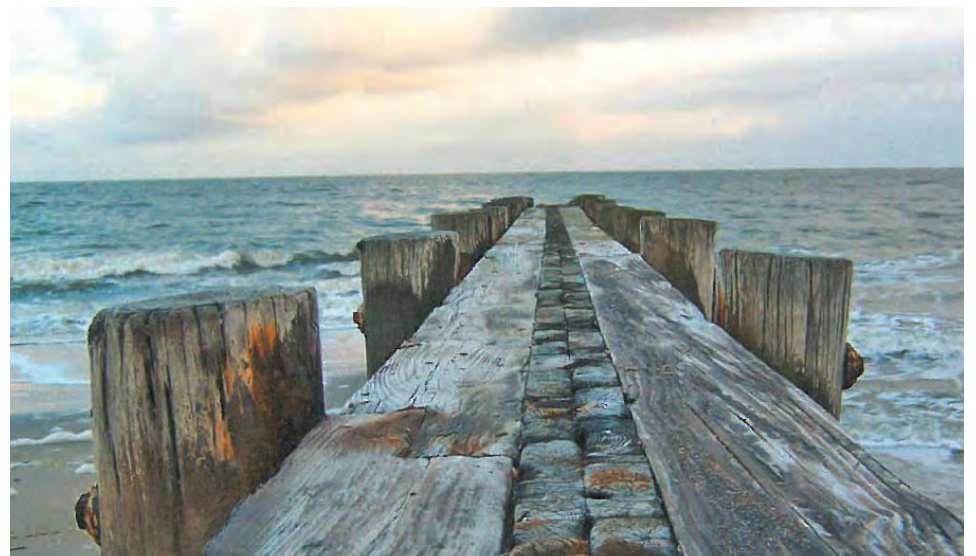
SEASHELLS



SUNSETS



COASTAL





## SONESTA HOTEL & RESORT

This “one-of-a-kind” Sonesta Hilton Head Resort is a modern coastal interpretation of the South Carolina Lowcountry and Hilton Head Island, combining the casualness of the local architecture and textures of the landscape with streamlined architectural details. The five-story concrete building was a full renovation of the Public Space Areas and Model Room, 340 Guestrooms, Guest Baths, Guest Corridors, four Hospitality Suites, five Suites, Public Restrooms, renovation of the Ballroom, 20,000 square feet of Meeting Rooms and the Prefunction areas. The overall spacial envelope is neutral and includes fresh color tones of white, sand, sea grass, warm grays of Spanish moss, shell tones and inspiring pops of coral. Words that help describe the feel of the spaces are: casual elegant charm, natural, weathered coastal landscaping of low shrubs, marsh grasses, palm trees, shells, elements such as birds, and sea grass. The inspiration was to take common things from the surroundings and give them a contemporary edge and to use them in unexpected ways. For instance, the lamps are made of driftwood and much of the porcelain tile is inspired by the wood planks of the board walk. Sonesta Hilton Head guests will enjoy friendly southern hospitality, breathe in fresh sea air, see lots of beautiful sunsets and relax. This is a place to have a reunion, a wedding, a conference, a family vacation; a place to eat fresh seafood and local vegetables. This is not just a hotel anymore, it is a true resort that people will want to return to again and again, where the relaxed elegance that the guests desire pairs so beautifully with the inspiration from the location.



























# GRAYLYN INTERNATIONAL CONFERENCE CENTER

WINSTON SALEM, NC











## GRAYLYN HOTEL AND CONFERENCE CENTER

This boutique hotel and conference center at Wake Forest University included the renovation of The Mews, a 1920's stable and poultry house surrounding an open courtyard on the Graylyn Estate. The stone, French Normandy-style buildings provided our team a wealth of inspiration for the 36 guestrooms, presidential suite, vice presidential suite, and junior suites, concierge lounge, restaurant, fitness center and other areas. SPS reimagined the Mews as an elegant but informal guest house adjacent to the grand dame manor house. By integrating the farm buildings, poultry house, and gardens as a consistent, wrapped space, they created a self-sufficient property with concierge, gift shop, hospitality and dining room, adjacent to the conference center spaces. The new space planning allowed for development of more luxurious and spacious suites, a fitness center, and achieved an "entrance" to the hotel. All guest rooms were updated with luxurious bedding and academic level working spaces, yet eclectic furniture plans and nostalgic artwork and 3D accessories made each room feel like home.



























# JR CIGAR BAR

MOORESVILLE, NC









WARM



INDULGE



MASCULINE





## JR CIGAR BAR

What could be more indulgent than celebrating a special occasion with a perfectly cut, well rounded cigar? A luxurious den of good friends, good times, and good taste, JR Cigar Bar is a contemporary styling of the traditional smoking room. With rustic finishes and handsome style, the interior is filled with masculine charm and industrial accents, a variety of seating groups, and timeless character. Clever art pieces and vintage light fixtures bring an ambiance and glow that invites the guest to detach themselves from tension and stress and take a moment to celebrate life's daily victories. The outdoor terrace with large blazing firepits and cozy outdoor seating is open in all seasons. So go ahead, indulge.























# REEVES YOUNG

ATLANTA, GA





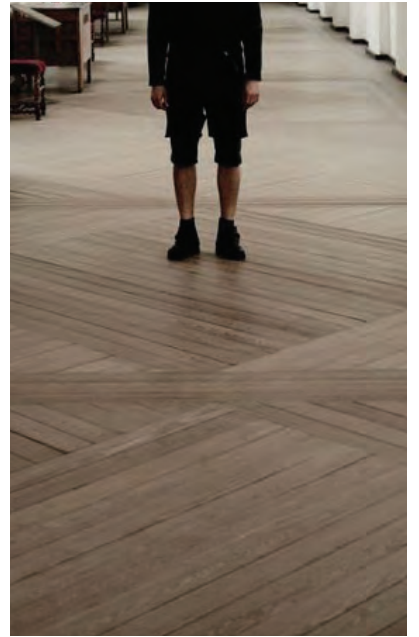




PORTAL



LINEAR



REFINED



RUGGED



## REEVES YOUNG

Reeves Young is a General Contractor Company who specializes in heavy civil, water services, and commercial construction. They pride themselves on being diverse, trustworthy and loyal with an emphasis on people and relationships. Their corporate office was designed to inspire “Good Relationships”. Our goal was to create a variety of places for people to connect formally and casually. This was solved by developing a three-dimensional story through brand details, the clever use of building materials and the creation of diverse and collaborative work spaces. The branding was expressed by using green accents throughout and vertical and horizontal geometric patterns in the floors, walls and ceilings. As you enter the elevator lobby, blackened steel panels form the backdrop for the logo and mission statement and are accented with architectural lighting. Diversity and collaboration is expressed with the use of contrast in finishes and mood lighting. The arrival off the elevator is a rich, dark dramatic introspective space for “muddy boots” and polished loafers, while the lobby is a light-colored envelope with welcoming furnishings and finishes punctuated by the bright, white formal boardroom. The employee hub has a variety of comfortable, casual nooks as well as large communal gathering tables and places for employees to dine, work and play.

















**BUILT BY RELATIONSHIPS**











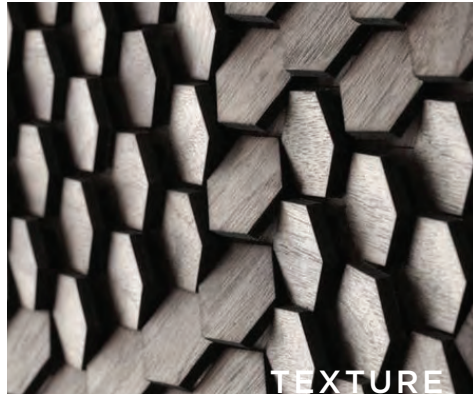
# INTERCONTINENTAL

YORKVILLE, ONTARIO, CANADA

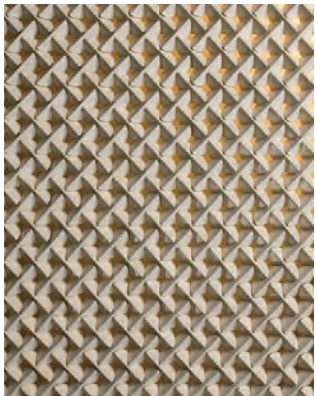
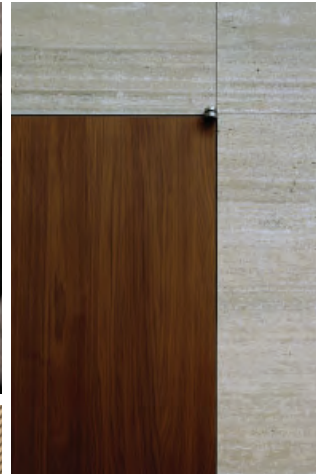




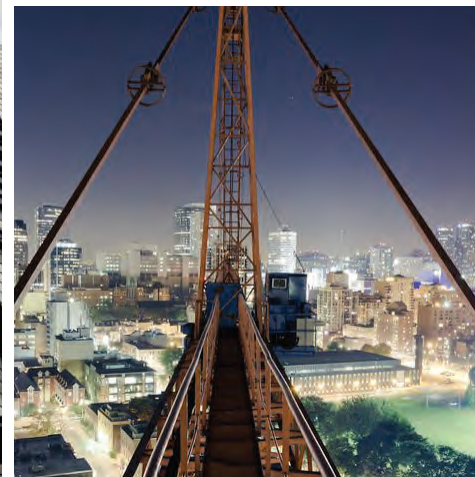




TEXTURE



SIMPLICITY



LUXURY



## INTERCONTINENTAL

For the guest rooms and guest corridor of the Intercontinental Yorkville, the design direction was all about simplicity and luxury. We used natural materials and textures, and kept the color palette very neutral to appeal to a broad high end clientele in this upscale neighborhood of Yorkville. The corridors were dark and small, so we used light woods and whites to open the space up and bring in more light, making the space feel larger. The guest room design was highly focused on a luxurious guest bath and a beautiful and comfortable sleeping space.















# SONESTA HOTEL

PHILADELPHIA, PA

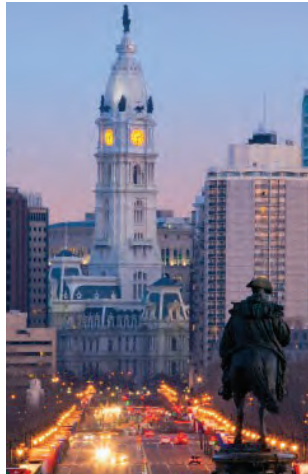








GALLERY



ART



BUSINESS



FASHION





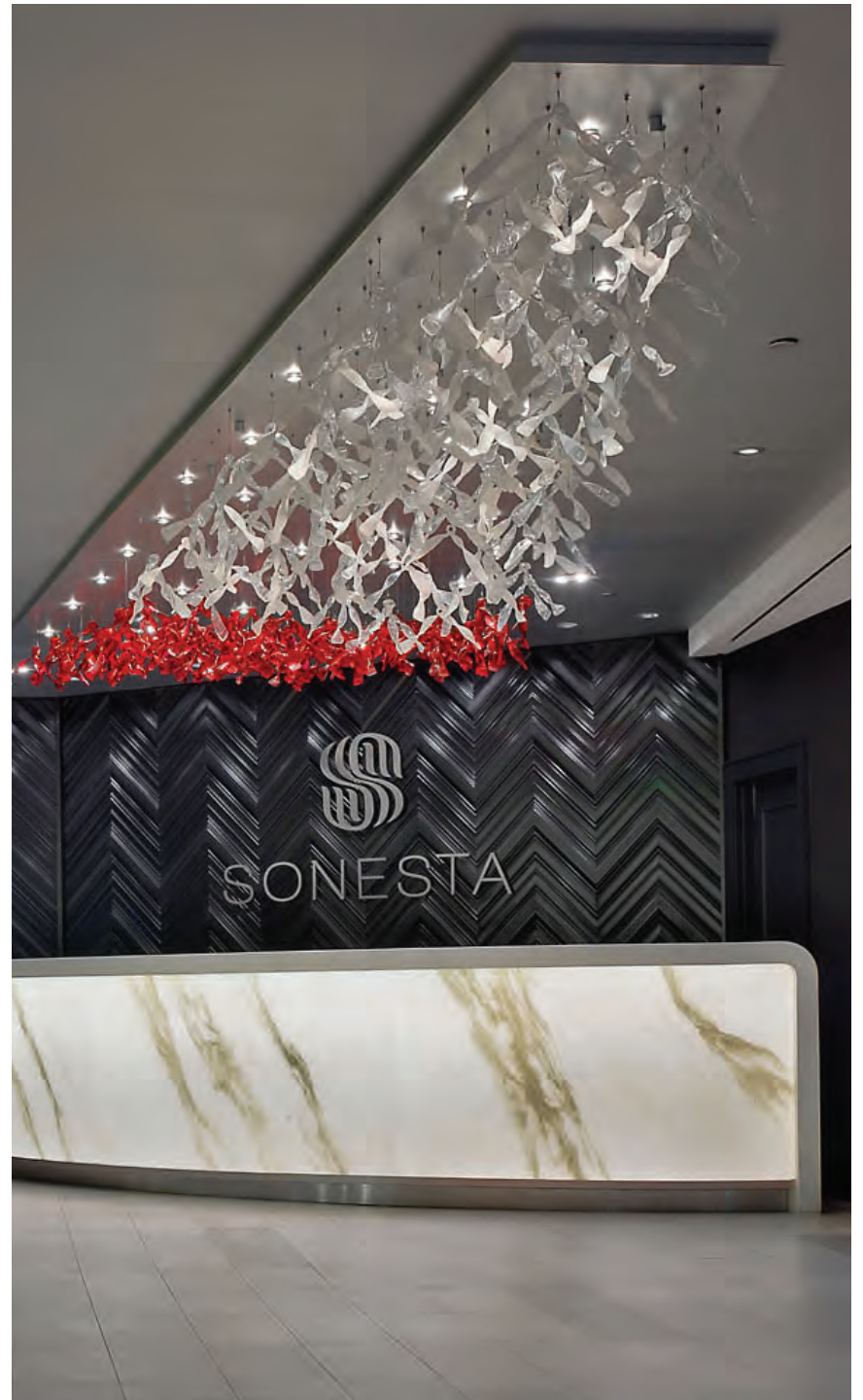
## SONESTA HOTEL

Located in the Business District of Philadelphia, this 100,000 square foot, 25-story modern urban hotel was designed as an art gallery with decor inspired by business fashion. The hotel was a conversion from a Crowne Plaza property with a budget of \$28.6 million. The Owner's objective was to completely renovate all areas of the hotel as well as re-orient the public space to create a more direct access to the reception lobby off the street. The inspiration for the design team was to use the vibrant art scene of the city in unexpected ways. Bold, contrasting patterns and dramatic lighting are common to the public spaces. The condensed public areas provided the opportunity to saturate the space with design style and modern detailing out of traditional materials. The objective was to use patterns and textures found in fashion to inspire the materials of the floors, walls, and focal points. The artwork is integrated into the interior details and custom-crafted furniture components in the space. Architectural lighting accentuates the artwork and details while sculptural light fixtures punctuate the spaces.









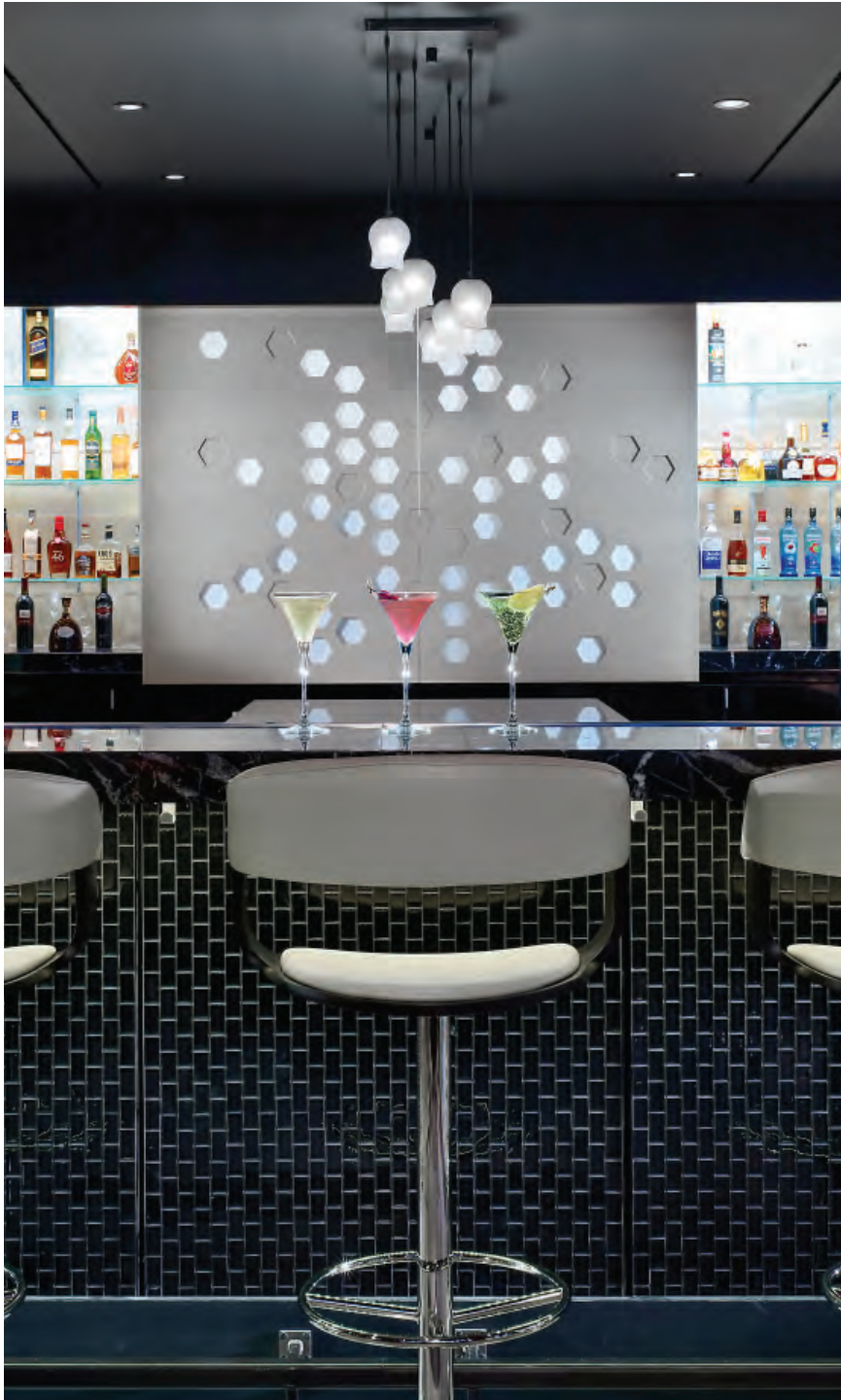


















# THE GRAND HOTEL BY AUTOGRAPH

POINT CLEAR, ALABAMA

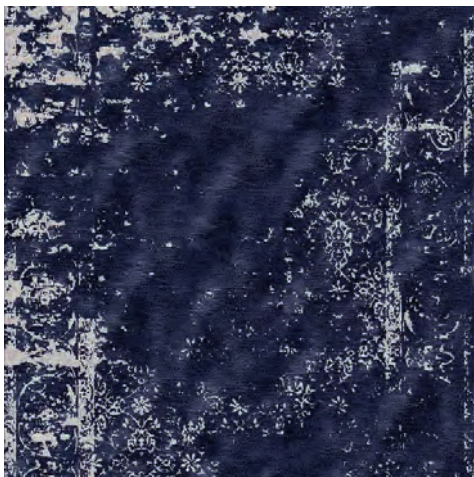




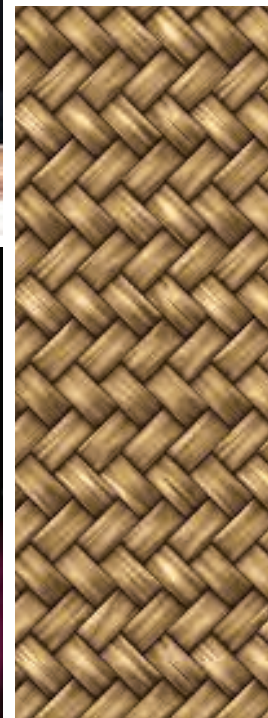




MAJESTIC



GRAND LIFE





## THE GRAND HOTEL BY AUTOGRAPH

With the goal of making each guest feel like a pampered celebrity, the main landmark building of the Grand Hotel in Point Clear Alabama interior decor is updated to align the finest of Southern hospitality service and tradition with a new design that nods to the past yet provides a fresh new decor and the latest food concepts and understated luxurious amenities. The interior design is an eclectic mix of Old World charm and modern southern hospitality. With the past and present generations of families in mind, the new facelift keeps the old characteristics of the building in tact while providing a new floor plan that flows just right and puts emphasis on telling the stories that have made the property such a legacy. Through the use of signature focal features and artwork, the property is full of delightful surprises. Whether the guest is attending a conference, a wedding, to play golf, a family vacation or is a local resident, the new design celebrates the magic of this understated yet elegant place located overlooking the Mobile Bay amongst the majestic live Oak trees and beautiful landscaping. The new design takes cues from the history and character of existing features, finishes, textures and patterns of the building yet adds a new layer of 21st Century pizzazz.





















*Dinner Menu*  
*Pastor's Whiskey*  
SEPTEMBER 1, 2015

*Salad*  
The Kitchen's Salad is a mix of fresh greens, tomatoes, and cucumbers, served with a house-made dressing.

*Entree*  
The Kitchen's Entree is a mix of fresh greens, tomatoes, and cucumbers, served with a house-made dressing.

*Dessert*  
The Kitchen's Dessert is a mix of fresh greens, tomatoes, and cucumbers, served with a house-made dressing.







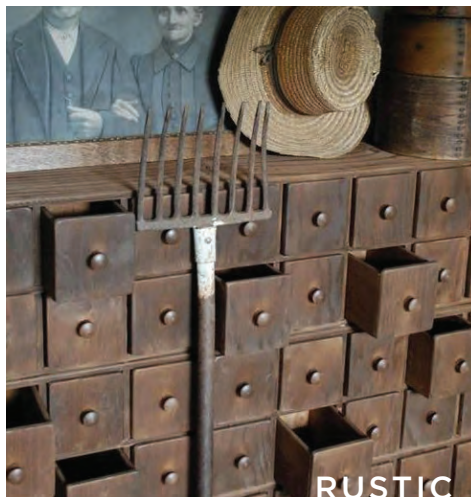
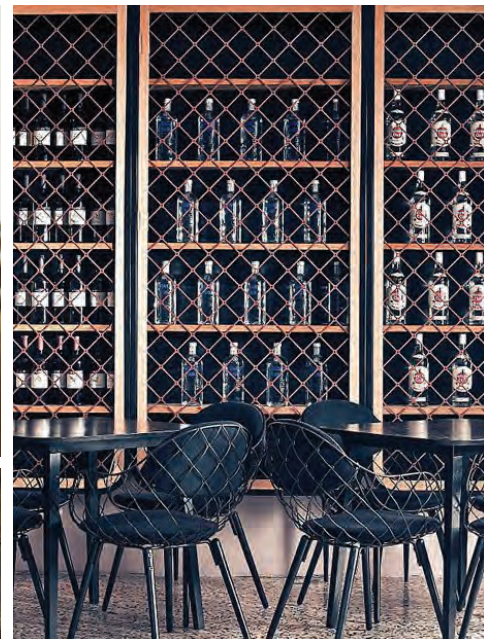
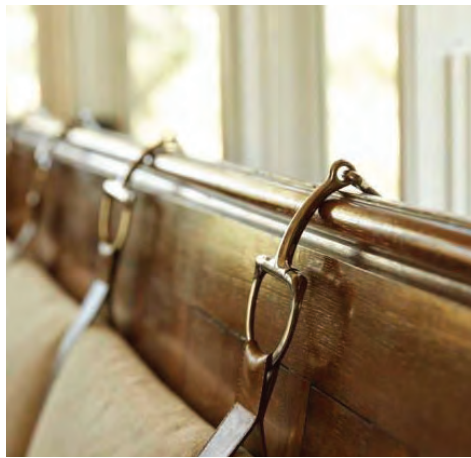
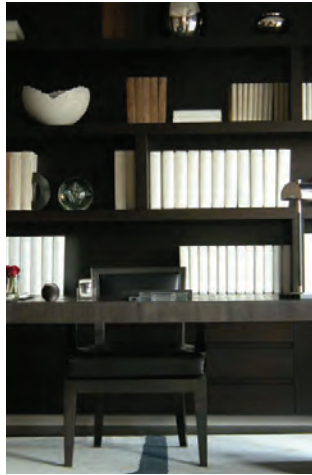
# LOUISVILLE BOUTIQUE HOTEL

LOUISVILLE, KY











## LOUISVILLE BOUTIQUE HOTEL

Nestled in the heart of the downtown Market District, this historic boutique hotel in Louisville, Kentucky will be a charming destination inspired by its past life as a pharmacy as well as the city's horse country heritage and traditions. A mix of old and new, this unique hotel will engage the aspiring millennial guest, the established corporate executive, as well as the weekend get-away couple. The rustic elegant décor will be the backdrop for social gatherings and community events. We envision the lobby to be a warm, friendly and an interactive space that provokes conversations and provides a variety of intimate places to eat and drink. We will create bold fresh contrasts to the overall neutral palette while having a balance of masculine and feminine appeal. This rustic but refined modern look will be a combination of rough textured materials, found objects and specialty finishes. These features will be emphasized with dramatic lighting that changes from day to night. We envision this property to be a holistic turn key renovation with a complete new branding identity. Every aspect of the hotel will enhance the unique brand experience. Curated artwork and accessories, choreographed music, food and specialty drink offerings and architectural details will be the common thread through-out the three dimensional experience. Imagine walking into an old world envelope filled with paradox's of old and new, rough and shiny, soft and streamlined where Industrial rustic elegance meets modern southern charm. This property will be the place of choice for locals to bring their friends and visitors to be immersed in Louisville's rich culture.











PROPOSED/IN PROGRESS



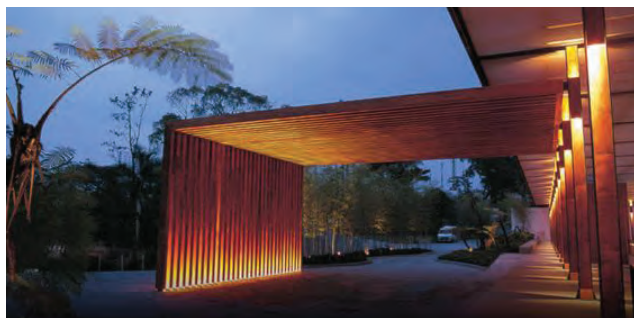
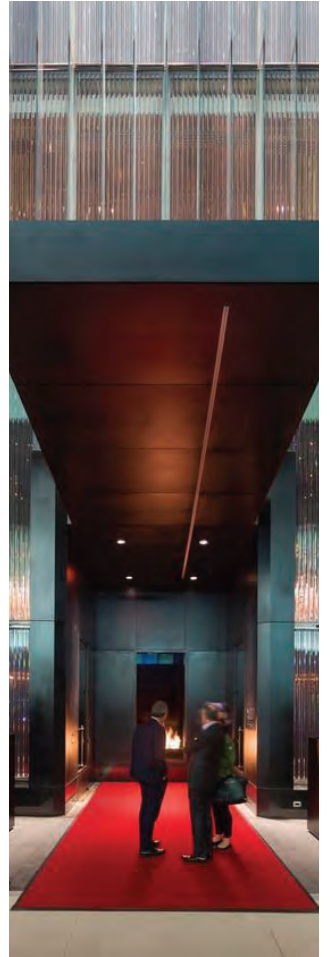
# BUCKHEAD HOTEL

ATLANTA, GA











## BUCKHEAD HOTEL

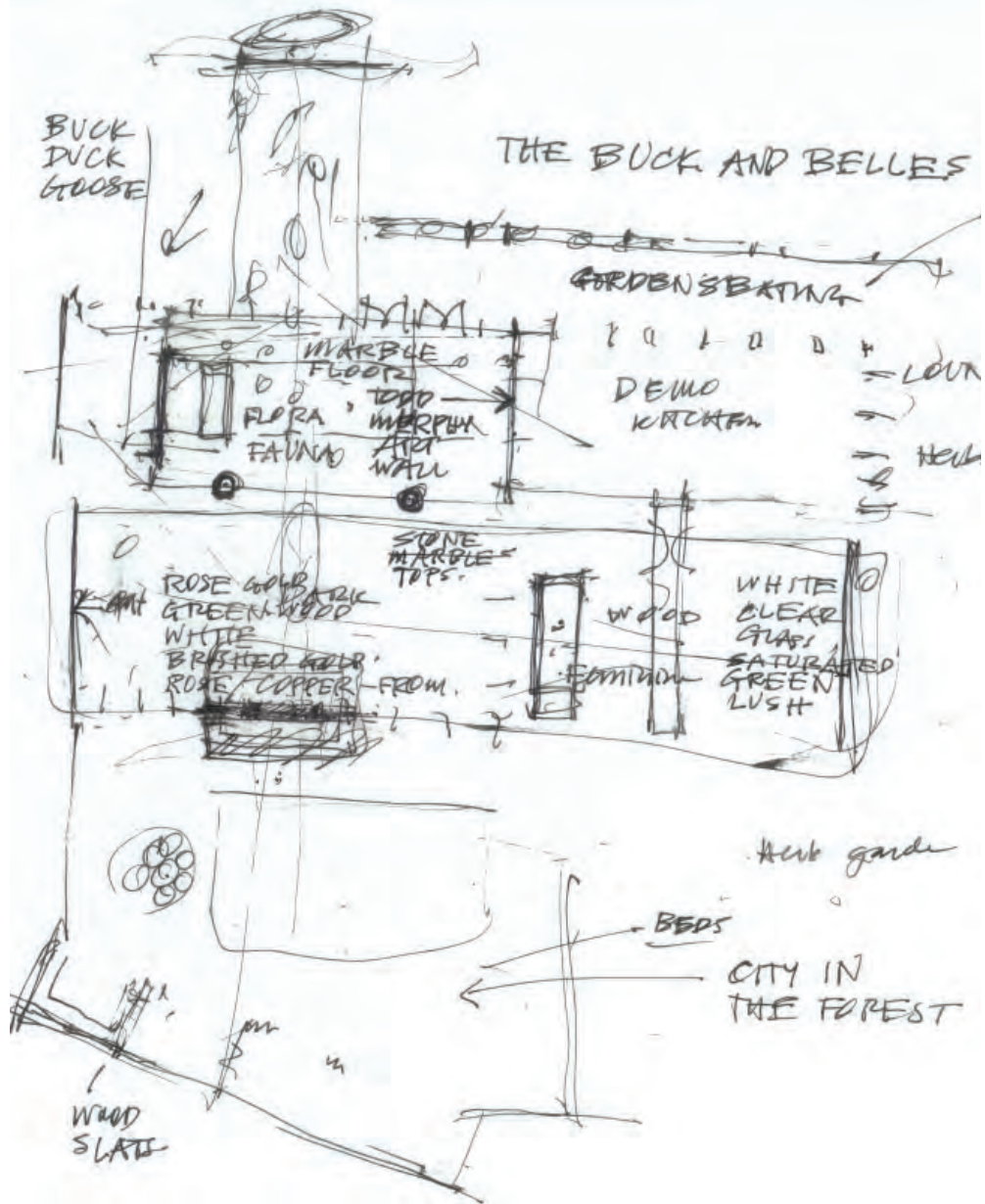
Buckhead, Atlanta's premier location for the best boutique shopping, dining, and living, is surrounded by dense forest and flowering landscape. While Buckhead is Atlanta's most affluent and elegant district, its name preserves a legacy of humble frontier beginnings. Folklore states that Henry Irby founded his general store and tavern in 1837, and it was Irby who mounted a buck's head on a post where travelers could see it. What started as a joke to poke fun at European noblemen placing hunting trophies on their walls, became a well-known landmark and eventually led to the name "Buckhead."

Our proposed concept aims to preserve this history, to encapsulate it and present it to the guest as a story within the architectural language, design elements and branding story. We celebrate and express the dichotomy of Buckhead's untamed wilderness beginnings against its modern day manicured estates and lifestyle. We bring together our Rugged Hunter with the Proper Southern Belle.





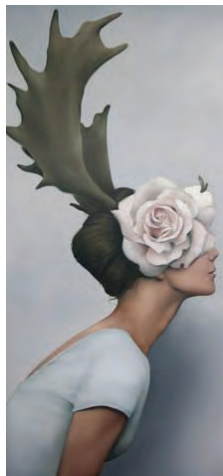
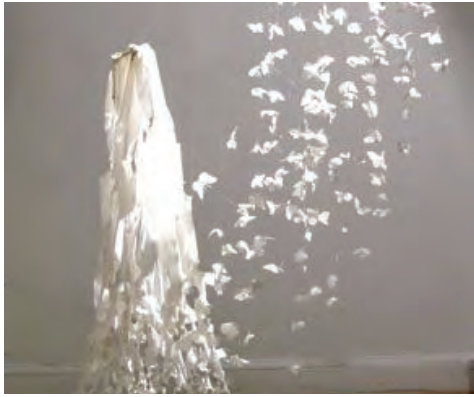












LOBBY & RECEPTION

















GUEST ROOMS



ST. GEORGE

CHATTANOOGA, TN









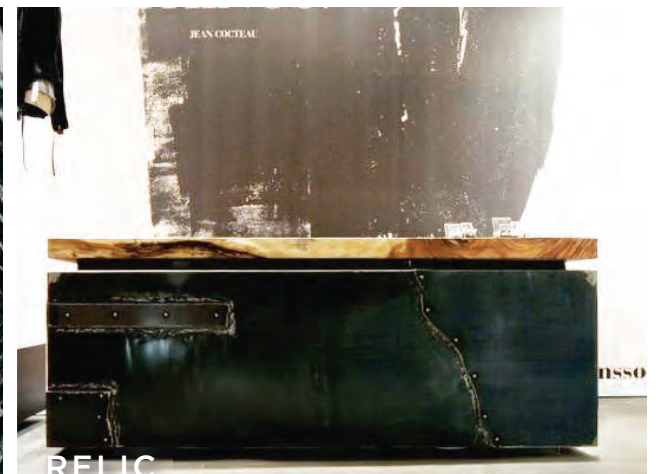
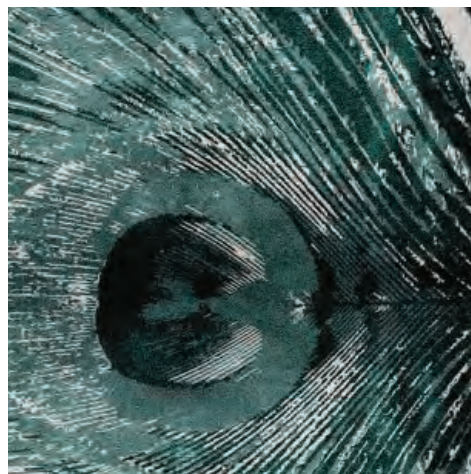
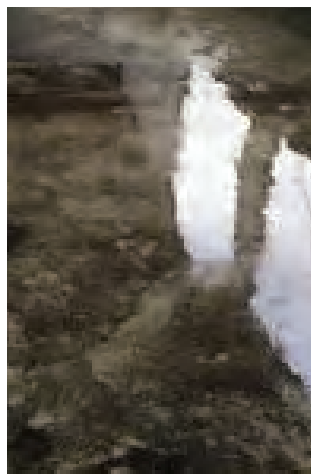
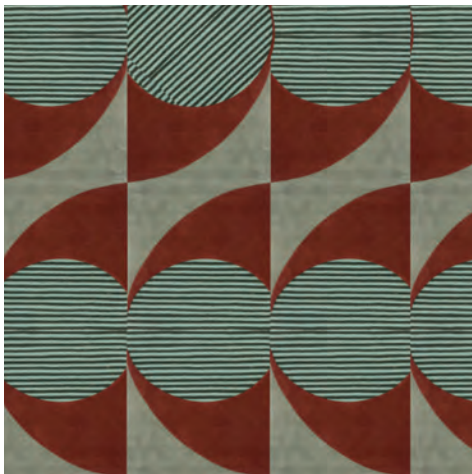
UNEXPECTED



COLLECTED



LIVING WALL



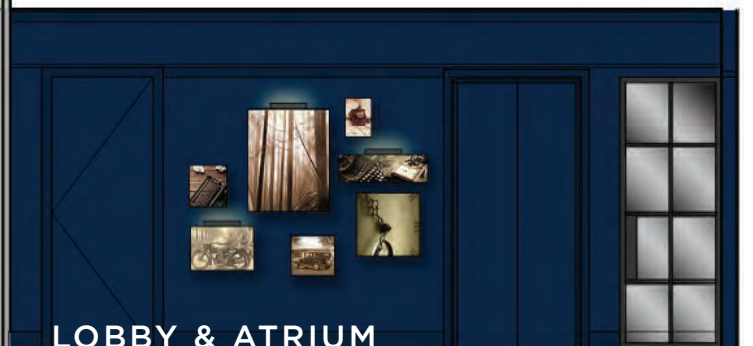
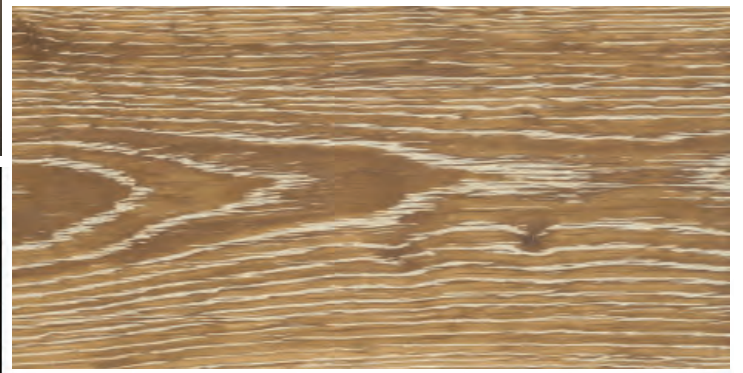
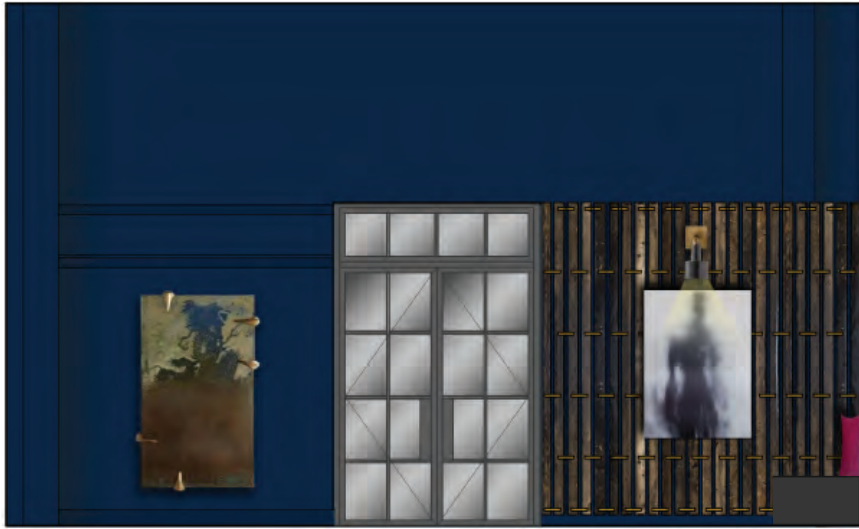
RELIC



## ST. GEORGE HOTEL

In the heart of Chattanooga, Tennessee across from the well known Chattanooga Choo Choo train hub, sits the 1926 St. George Hotel. The Owner's father George, world traveler and avid aviator, was the hotel's design inspiration. This 55 guestroom boutique hotel pays tribute to his worldly collections and Nomad spirit through uncommon juxtapositions of color, pattern and styles. The new and restored interior spaces are appointed with an eclectic mix of objects, curiosities and antiques that are blended together with modern furnishings and artwork. The hotel spaces are carefully curated to feel gathered over time, with an International flair. The jazz bar, speakeasy, sunken living room, rooftop bar and pool each have their own unique style creating a cumulative indoor/outdoor experience that is genuine, welcoming and captivating.

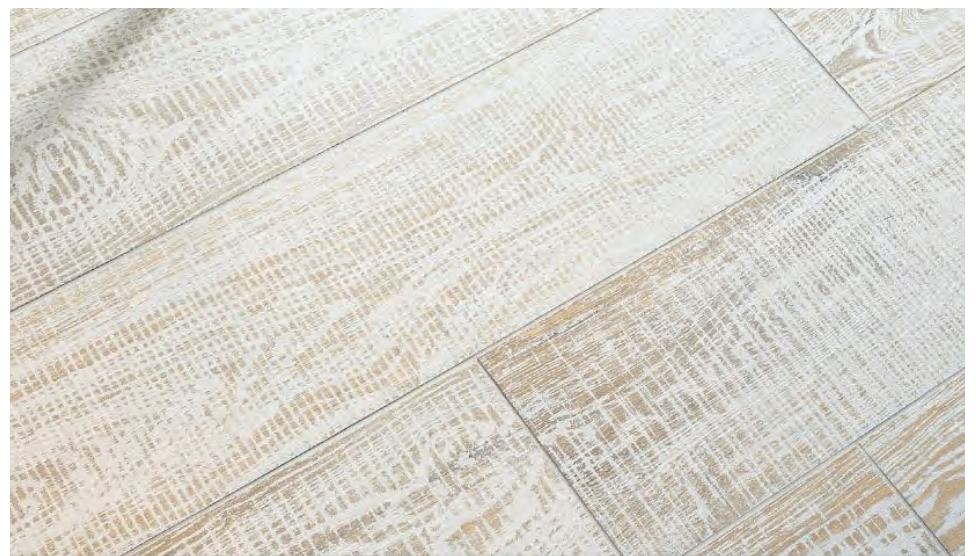
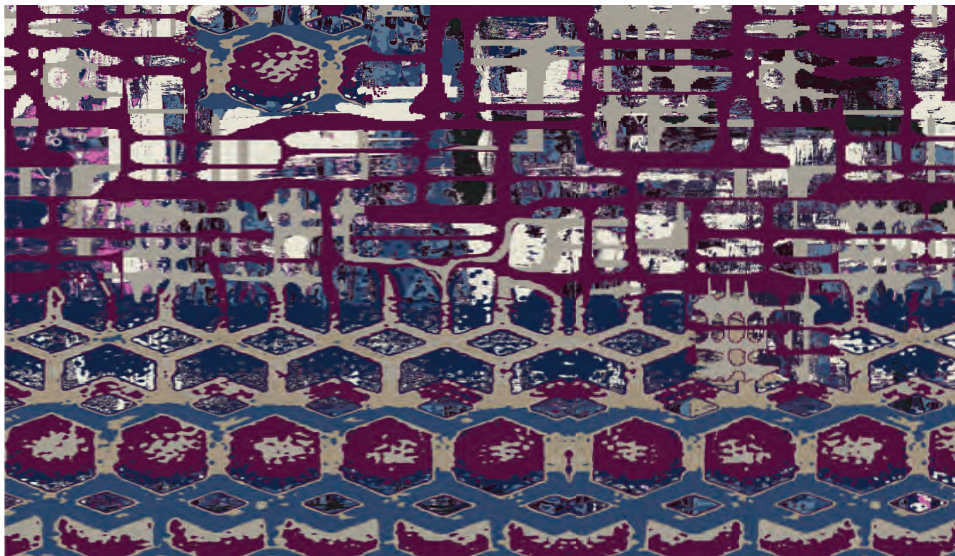
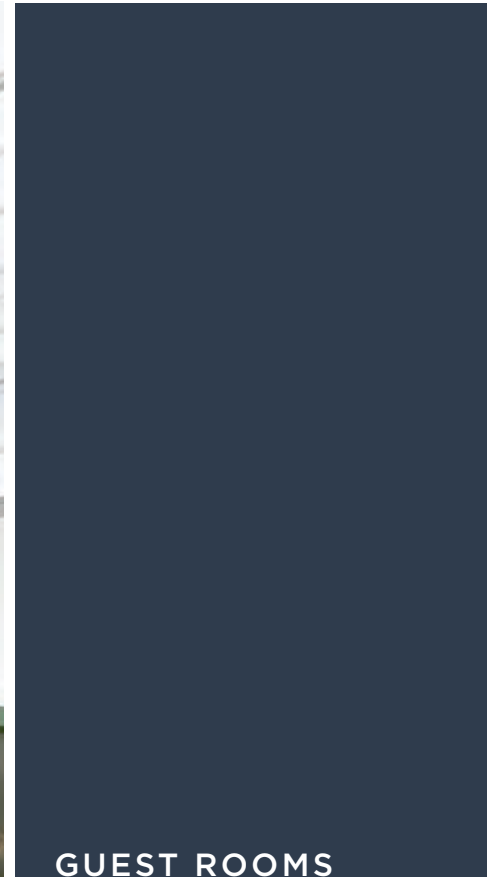




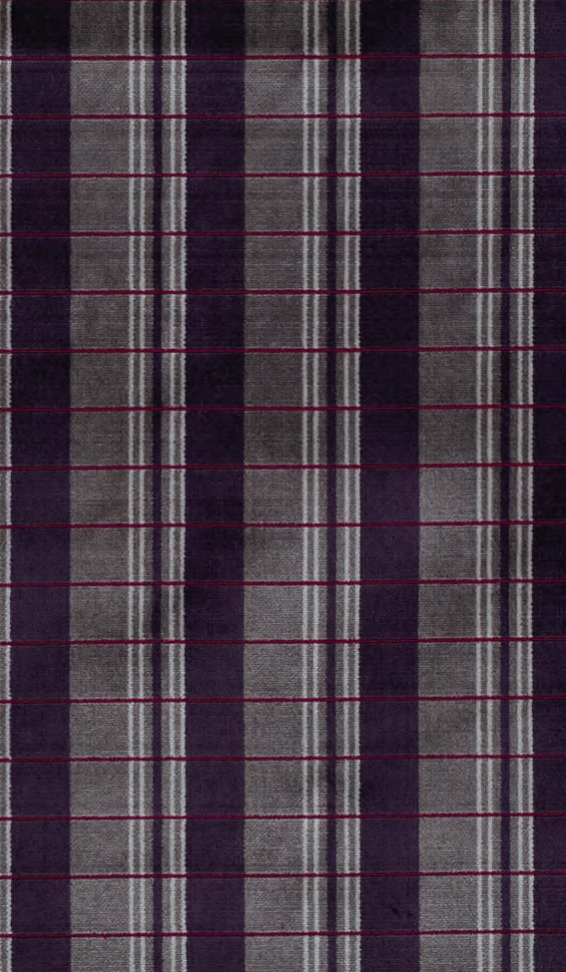




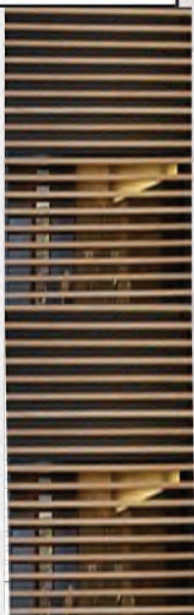
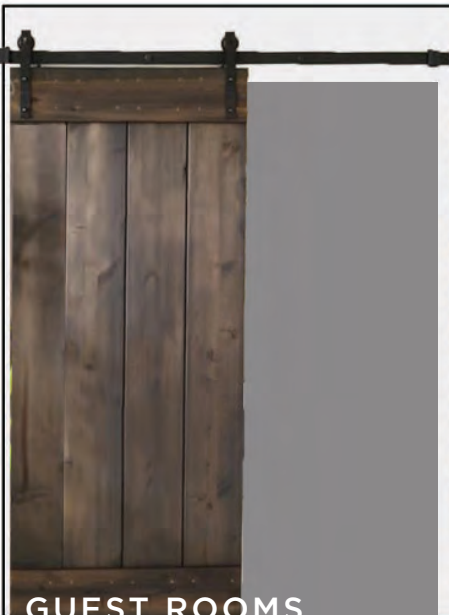
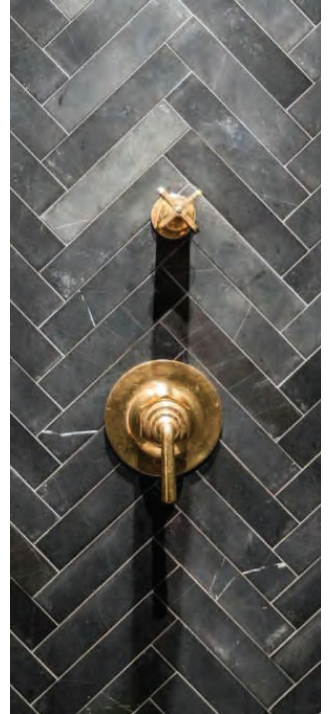
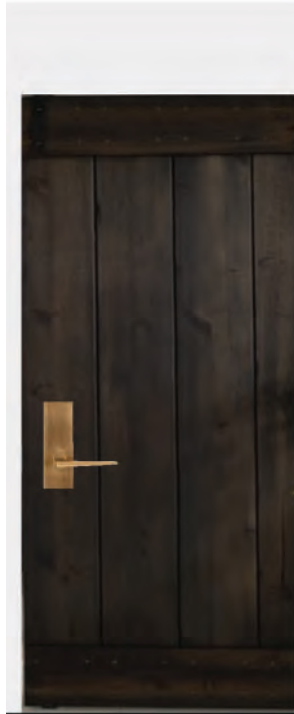






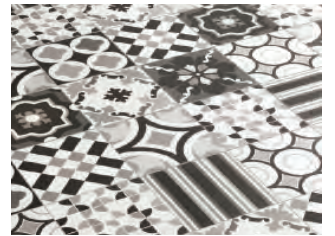






GUEST ROOMS







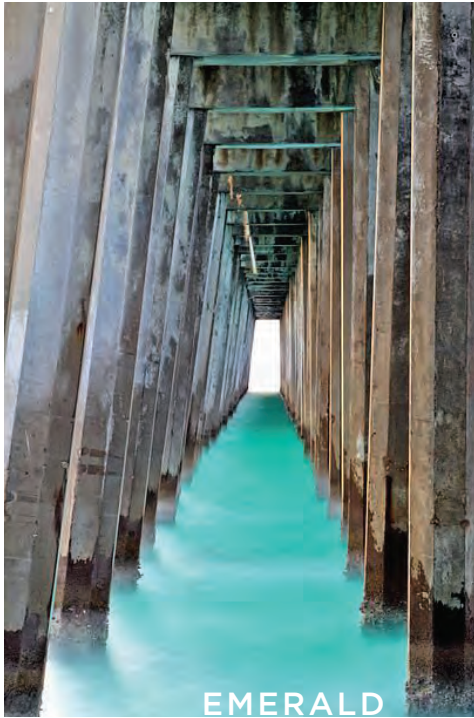
# SANDESTIN BOUTIQUE HOTEL & CONFERENCE CENTER

DESTIN, FL

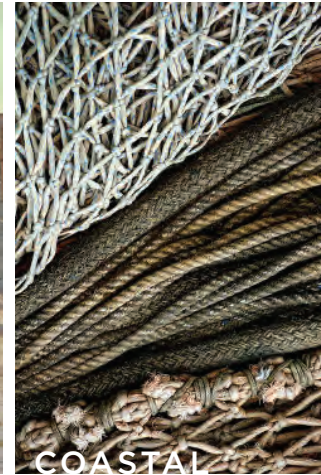




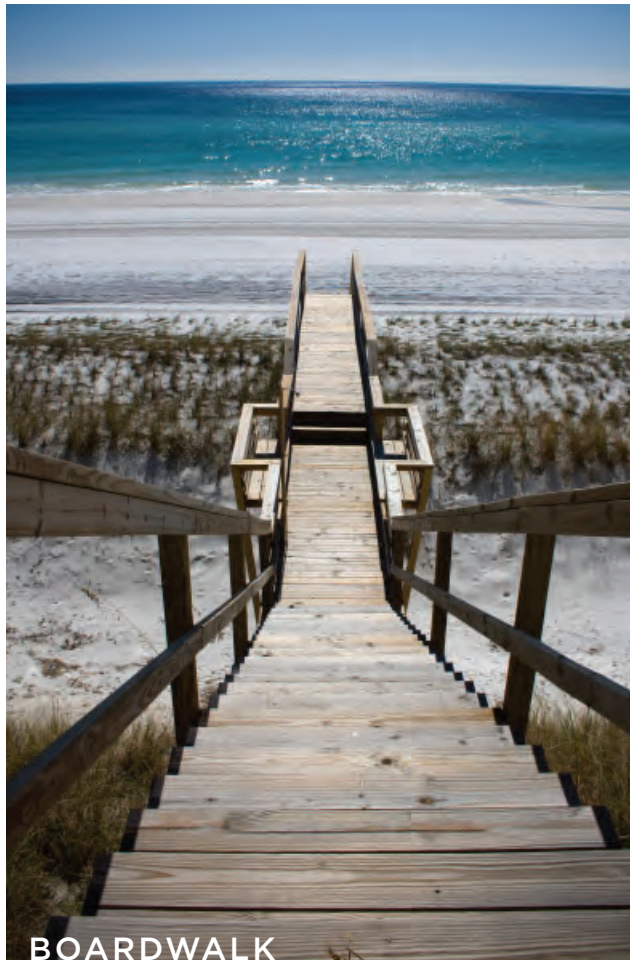




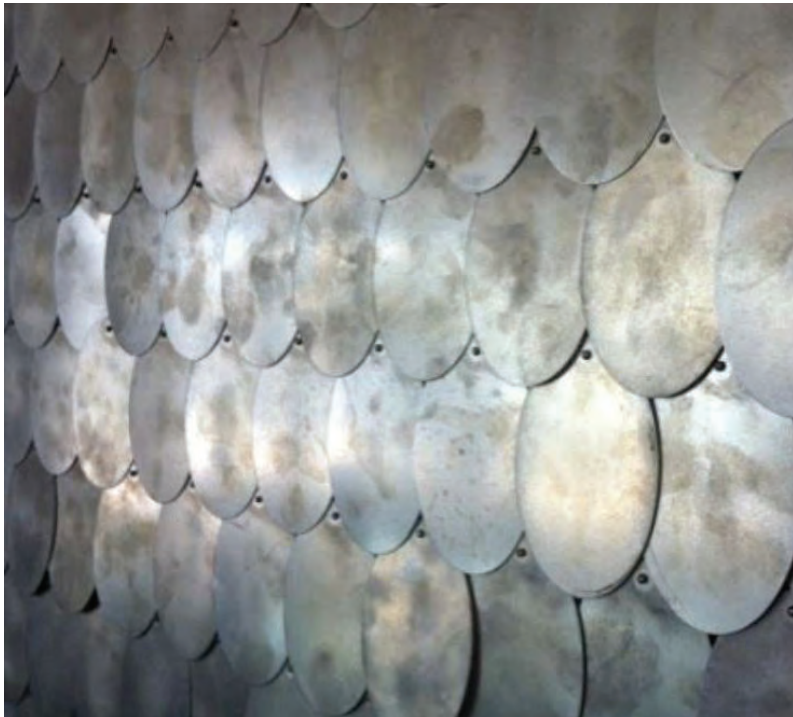
EMERALD



COASTAL



BOARDWALK



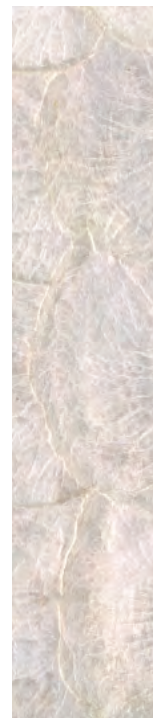
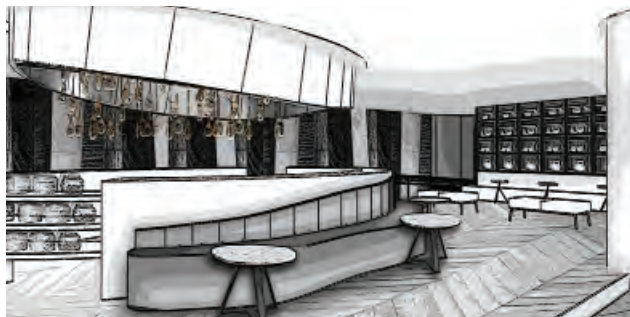


## SANDESTIN BOUTIQUE HOTEL AND CONFERENCE CENTER

Florida's Emerald Coast is the premier location for fishing and family fun and has some of the most beautiful beaches in the world. One of the most popular vacation spots on the Gulf of Mexico, the Destin area's beginnings come from a humble fishing town. It became known as "the luckiest fishing village" because of its quickest access to the deepest waters with over 200 varieties of fish. Although fishing is still "king" in Destin Harbor, the Sandestin community is known for family oriented activities, corporate retreats, weddings, restaurants, shopping, water sports and festivals all centered around the beauty of the natural landscape. The extraordinary white quartz sand and the crystal-clear blue water, continues to capture the hearts of beach lovers from around the world.

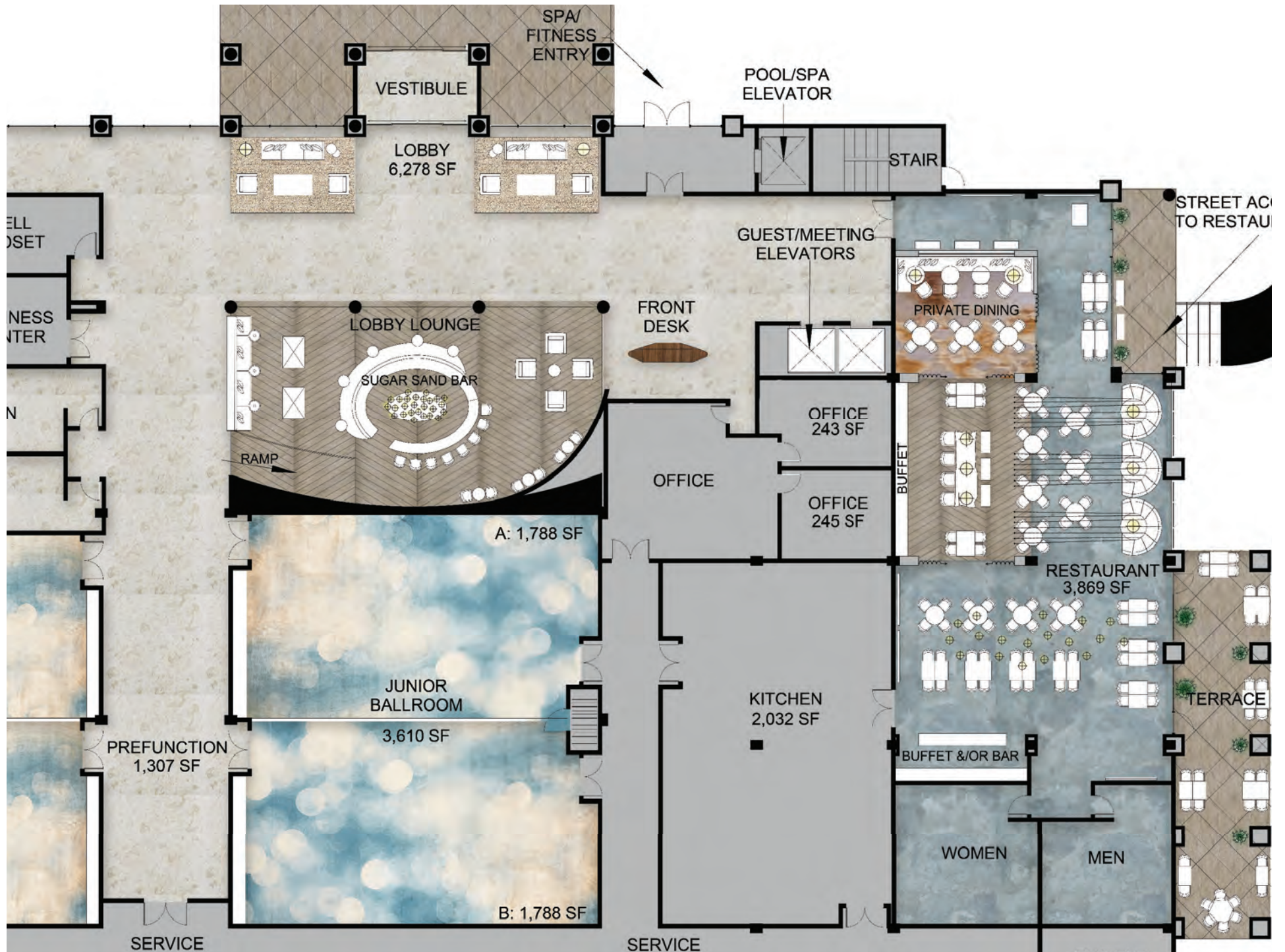
Our proposed concept aims to preserve this history, to encapsulate it and present it to the guest as a story within the architectural language and signature design elements for the development of a new boutique hotel. Our design concept will bring the outside natural beauty inside to inspire a rich neutral backdrop of finishes, textures and artwork with contrasts of warm tones and colorful coastal accents. As the guest approaches the gated property they notice the backdrop of the retail, restaurants and entertainment venues of Baytowne Wharf. The existing architecture here mimics the primitive, casual lifestyle of the original fishing village. The lush landscaping, outdoor venues, beautiful bay and marina set the stage for the hotel arrival.





PUBLIC SPACES

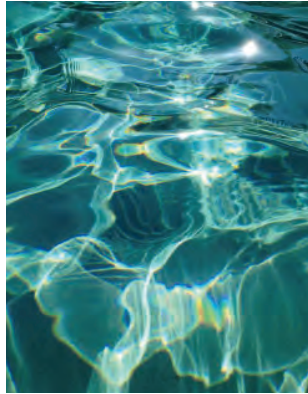








AMENITIES











GUEST ROOMS







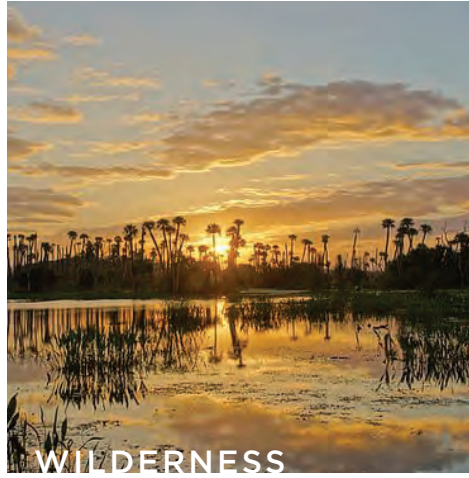
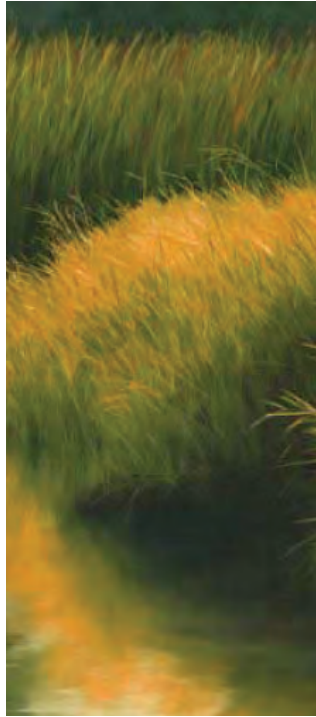
# HILTON BONNET CREEK

BONNET CREEK, FL









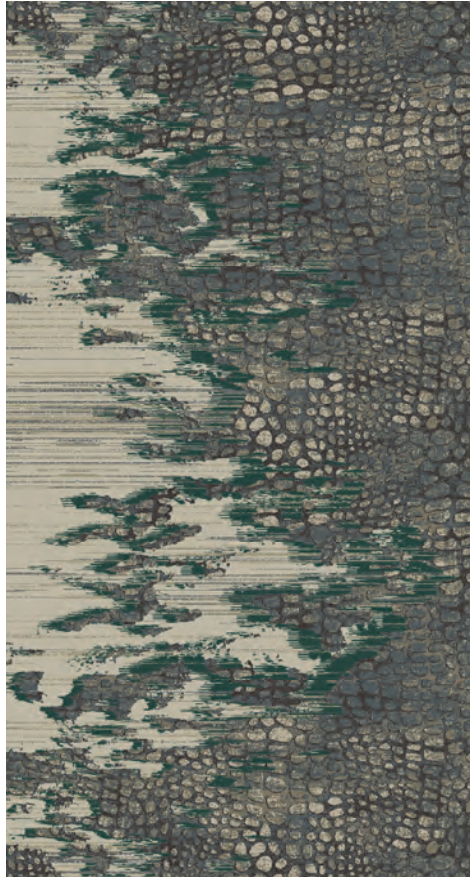
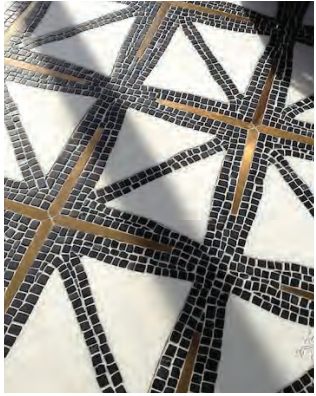


## HILTON BONNET CREEK

### Serene Wilderness Meets Refined Elegance

In a city inundated with the hustle and bustle of theme parks, the Bonnet Creek Hilton is a modern, casual, friendly yet sophisticated “Escape”. The hotel arrival sets the tone of the Architecture with the attention to modern classic details and beautifully landscaped gardens. The entry lobby is an interactive environment where industry changing ventures are born and families are celebrated. Multiple intimate, cozy areas are combined with open group seating and they cumulatively provide a welcoming hang out for the business, family or leisure traveler. The hotel, located in the heart of a vast wetland preserve, has views of towering Pines, stately Cypress trees and subtropical landscape. The guests can explore and discover the edge of untouched neighboring wetlands, native vegetation, elegant birds and exotic wildlife. From the guest rooms, one has amazing views of the nightly fireworks, the Disney parks, the championship golf course, lagoon style pool and lush gardens. The comfortable, elegant, and carefully crafted rooms are a welcomed retreat for work and for un-winding from the day. They provoke a positive emotional experience that is delightful and has an element of surprise!



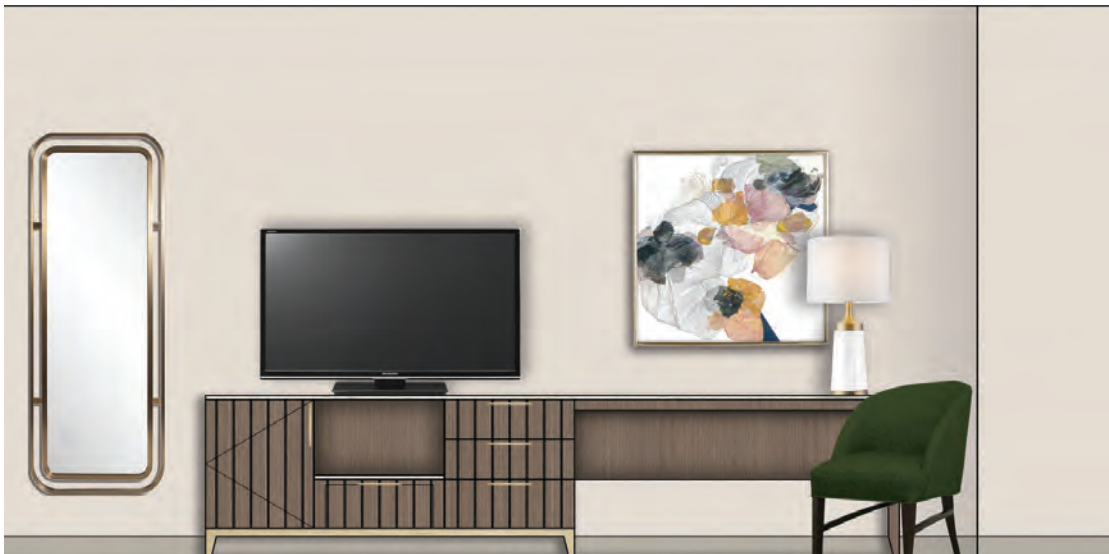


CORRIDORS





GUEST ROOMS













# CROWNE PLAZA

AUGUSTA, GA





COMFORTABLE



NATURAL



WHIMSICAL



TRADITIONAL

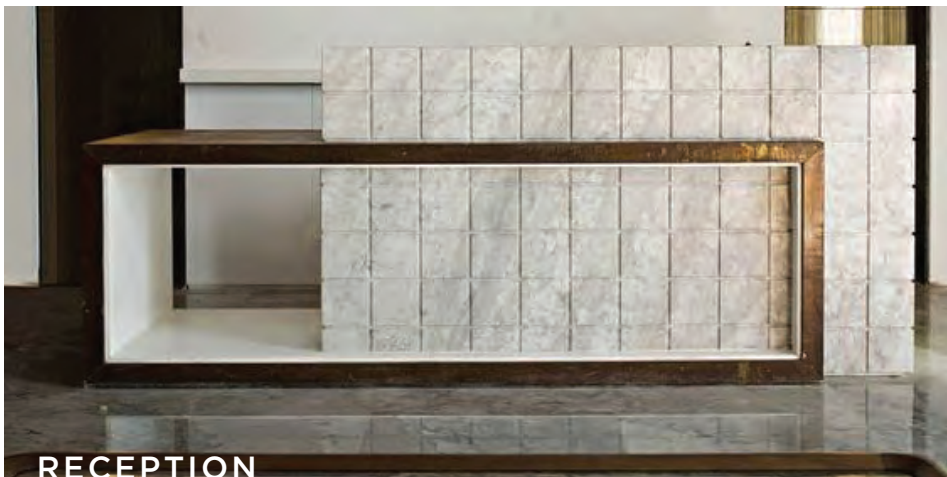


## CROWNE PLAZA

The new Crowne Plaza Hotel will be located along North Augusta's riverfront as part of the long awaited Project Jackson, named for the Augusta businessman who originally designed the town at the turn of the 20th century. The hotel will be a central meeting spot for locals and visitors alike for community events, baseball and to soak up southern hospitality. The overall exterior architecture of the hotel is inspired by the famous Hampton Terrace Hotel completed in 1903. Before it tragically burned to the ground in 1916, the grand hotel was a resort for the rich and famous and had gained the reputation of being one of the most beautiful and handsomely appointed hotels in the South. Industrialists John D. Rockefeller and Harvey Firestone along with department store mogul Marshall Field and President William Taft came annually to "winter" in the South to enjoy golf, tennis, horseback riding, hunting, fishing and the best that Southern Hospitality had to offer.

Keeping all of this important history in mind, 100 years later, our proposed interior design direction gives a nod to the glamour of the Golden age of the Hampton Terrace and its status as a respite for the leisure sportsman, while embracing the modern South. Pulling inspiration from the nearby Sibley Mill, a confederate gunpowder plant that was modeled after the British Parliament, our interiors will blend the sophistication of the southern heritage of leisure sporting with the modern edge of the industrial aesthetic. We will provide a warm and inviting backdrop using familiar materials and finishes with contrast, textures and good proportions used in simpler, more modern ways. We will embrace the contrasts between old and new, formal and informal to create a sense of place that is welcoming, refined, relaxed, whimsical and inspiring. We might feature "up and coming" southern chefs but we will always have fried chicken and shrimp and grits.





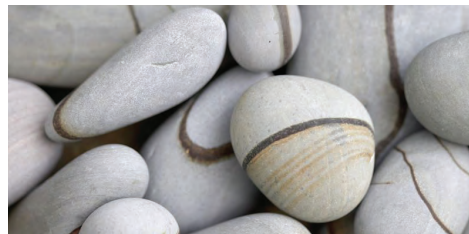
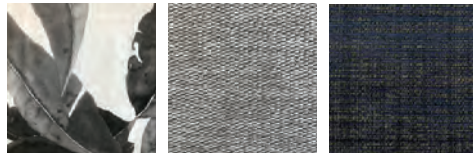
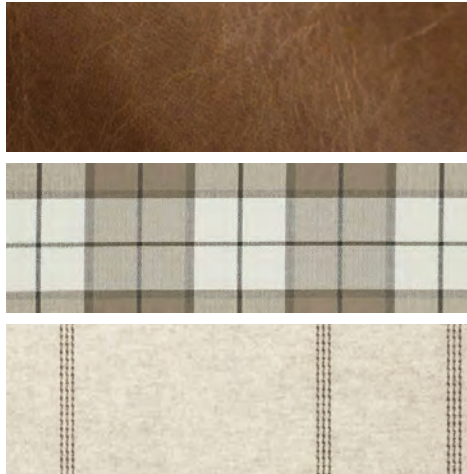
RECEPTION











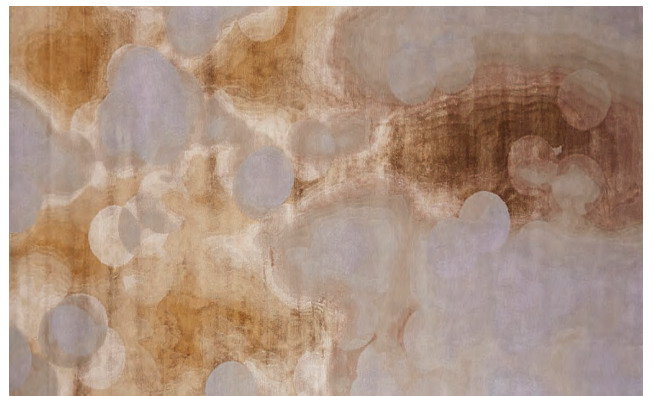
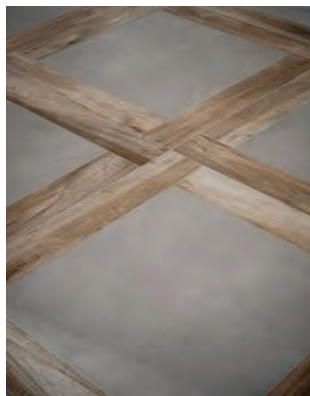
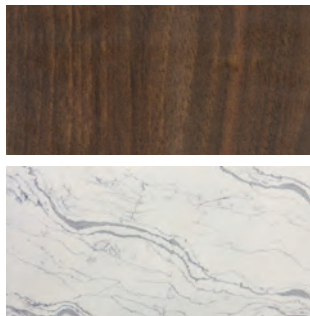
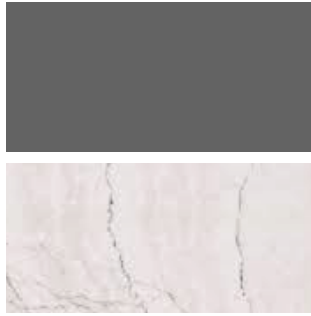






















Sims Patrick Studio is located at  
267 West Wieuca Road NE, Suite 104  
Atlanta, GA 30342  
Reach us at 404 261 6043  
[simspatrickstudio.com](http://simspatrickstudio.com)

Thank you!



Sims Patrick Studio provides a rich and delightful interior design process out of our Atlanta studio, integrating our expertise in hospitality, retail, restaurant, corporate and high-end residential projects. Our extensive talents and capabilities allow us to listen, strategize, design and express concepts that lead to distinguished interiors, renovations and branded environments.

Shaping places into memories.